

**Subject:** Fwd: Update Press Release: Updated Vision Zero Community-Based Outreach & Education RFQ  
**From:** Nat Gale  
**Date:** 10/28/2016 12:33 PM  
**To:** Vision Zero - Los Angeles  
**BCC:** blair@historiccore.bid

Hello! You are receiving this note because you have previously been involved with, or requested information about Los Angeles Vision Zero updates, either through our web forms or at in-person events. Thank you for your interest in improving traffic safety in your community!

Please see the press release below (also available at the following website: <http://visionzero.lacity.org/vision-zero-los-angeles-releases-rfq-community-based-organizations/>).

We just issued a new Request for Qualifications for Community-Based Outreach and Education to support our Vision Zero efforts. Qualifying organizations or teams are invited to apply to **receive up to \$30,000** to assist with on-the-ground outreach and education to raise awareness on the issue of Vision Zero and traffic safety across 10 Vision Zero priority corridors.

The application is very simple, and should only take 20 - 30 minutes to complete (after you've written your cover letter and secured any references). We have extended the deadline to **Friday November 11, 2016 at 4pm**. Please share with your networks and consider applying!

Thank you,  
Nat

----- Forwarded message -----





From: **LADOT Communications Office** <[dot\\_public\\_info@lacity.org](mailto:dot_public_info@lacity.org)>

Date: Fri, Oct 28, 2016 at 10:51 AM

Subject: Update Press Release: Updated Vision Zero Community-Based Outreach & Education RFQ

**Nat Gale**  
Principal Project Coordinator  
Active Transportation Division




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**LADOT**

**LADOT VISION ZERO**

**PRESS RELEASE**



**VISION ZERO**  
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**Update** includes an additional \$50,000 in funding and a one-week extension on the application submission

Contact: [rfq@carsla.net](mailto:rfq@carsla.net) or [visionzero@lacity.org](mailto:visionzero@lacity.org)

To download the RFQ application, please visit: [Vision Zero Los Angeles releases RFQ for Community-Based Organizations and Artists](http://visionzero.lacity.org/vision-zero-los-angeles-releases-rfq-community-based-organizations-and-artists/)

**LOS ANGELES, CA (October 28, 2016)**

Today, the Los Angeles Department of Transportation (LADOT) and the Department of Cultural Affairs (DCA) released an updated Request for Qualifications for community-based outreach and education to support the City's commitment to Vision Zero.

Since the release of the initial RFQ on Monday, October 17, new information has been received from the funding and programming partners, resulting in an increase in total funds available by \$50,000, to \$300,000. Ten high-fatality corridors on the City's High-Injury Network will be identified as Vision Zero Priority Corridors, primarily based on where engineering and enforcement solutions are planned for implementation. Each Vision Zero Priority Corridor will receive up to approximately \$30,000 to fund organizational activities for this education and outreach effort.

New guidelines have been released in an updated RFQ, the application worksheets are available via this [Google form](#), an updated Q&A document is available, and the application deadline has been extended to [Friday November 11 by 4pm](#). The application is very simple in nature, and should take only 20 – 30 minutes to complete, after the completion of a cover letter and securing references. Any organization is invited to apply!

The community-based education and outreach efforts that are funded through this program may be accomplished by performing one, or several, of the following strategies:

- Developing community-specific traffic safety education materials using local and cultural vocabulary;
- Leading interactive activities that involve participation by residents in the area;
- Creative interventions along the identified corridor(s), that may include (but are not limited to) graphics, visuals, or temporal projects that raise awareness on the issue of traffic safety
- Iterative processes that develop a project using on-going, continual engagement to inform and refine a finished product and/or program

Applicants may be community-based organizations of any type (e.g. educational, health, social services, arts-based, cultural, etc.), who may work independently or in collaboration with like minded organizations or individuals within the targeted community.

Selected applicants will conduct initial baseline activities, develop and implement educational projects or interventions, and conduct final evaluation activities that will accomplish the goals and deliverables outlined in the grant agreement between the Office of Traffic Safety and the Los Angeles Department of Transportation.

The City's Vision Zero Education Subcommittee has already invested in the development of a citywide media campaign, which will include campaign collateral and other messaging material that may be used in this effort. While the final message has not yet been developed, activities will be in line with the Vision Zero Education and Outreach Strategy, accessible at the following link: [Vision Zero Education and Outreach Strategy](#).

### **Criteria for Selection**

Qualifications will be reviewed based upon the following criteria.

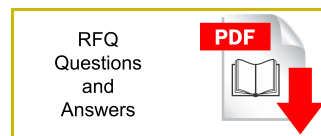
- Past experience(s) with community-based projects
- Past success(es) with partnerships
- Past experience(s) with innovation and creative community engagement
- Background of sound and responsible fiscal practices
- Understanding of the Vision Zero program, goals, and principles

## **Vision Zero Community-Based Outreach and Education Project Schedule**

Specific engagement activities will develop from a planning phase that will occur after the contract has been awarded.

- RFQ Released (October 17)
- Questions regarding the RFQ (submitted by 11:00am on October 24 to [rfq@carsla.net](mailto:rfq@carsla.net))
- Posting of Answers (October 28 by 5pm)
- RFQ Due (**updated submission deadline: by 4:00 PM on November 11 to [rfq@carsla.net](mailto:rfq@carsla.net)**)
- Panel Review (late November)
- Contracts Awarded (December 2016 - January 2017)
- Planning Phase (January, February, March 2017)
- Roll Out of Installations and Activities (April, May, June 2017)
- Wrap-up and evaluation of efforts (July, August, September 2017)

To download the application, please visit : [Vision Zero Los Angeles releases RFQ for Community-Based Organizations](#)



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